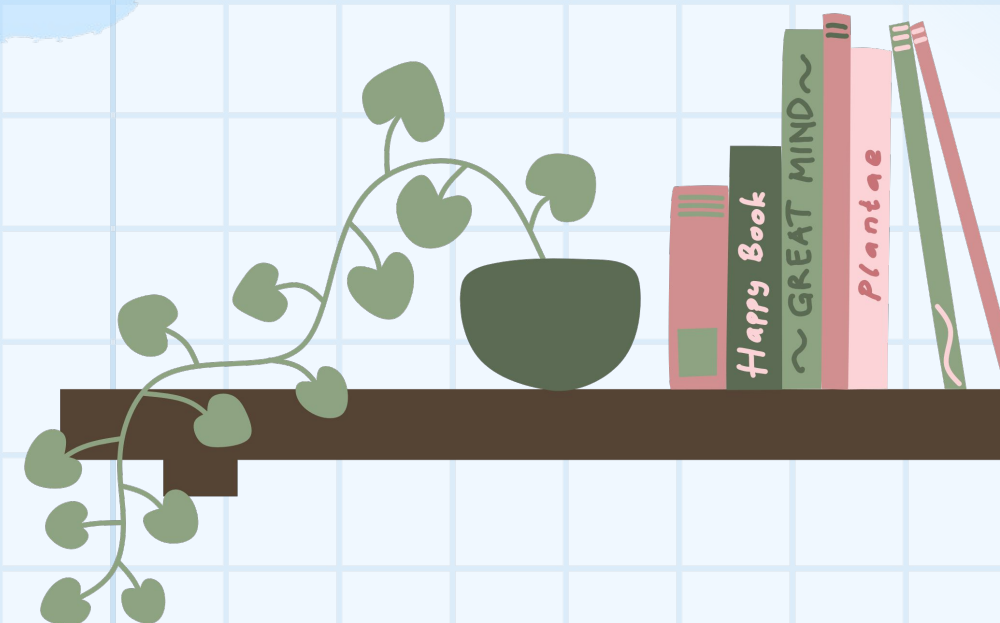
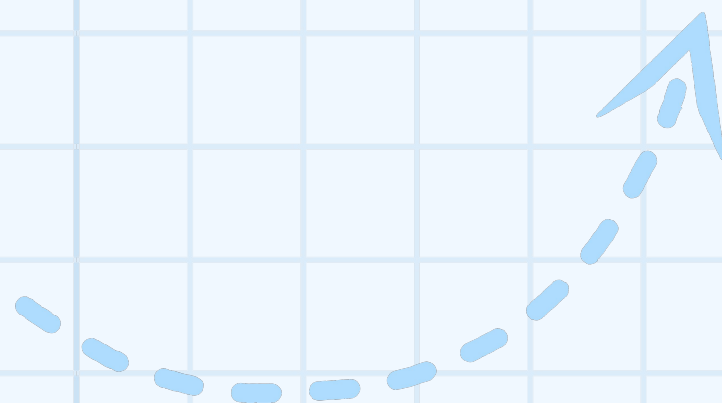
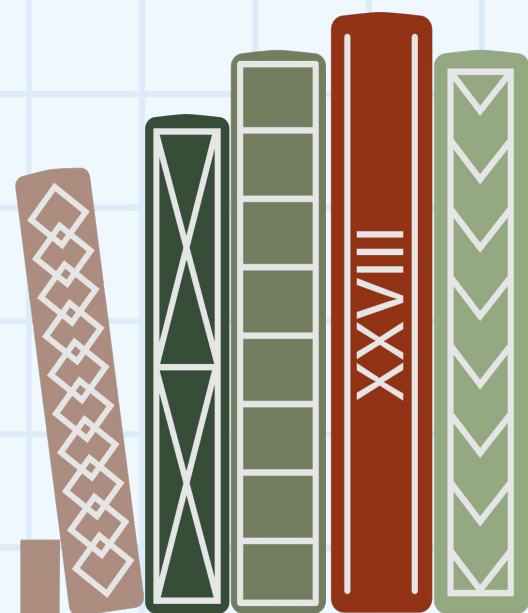




BS./BSC.IN

Applied ai and Data Science

Basics of Data Analytics



Let's dive into and learn:



1

Interpreting the results



Interpreting



- After cleaning and analyzing the data comes the step of analyzing data
- Generating insights from your data is very powerful, and giving an interpretation to those findings, is where you can help the data tell a story.

Steps



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- Recall the steps that brought you here
 - Start with identifying the specific question you want your data to answer
 - Collect the data
 - Clean the data
 - Explore the data
- Apply some models

Interpretation



- The interpret stage is where you translate the translates your analytical findings back to a business context.
- After successful modeling stage, you'll have a new tool like a regression model that can be used to generate predictions.
- The answers generated from these sorts of models are very specific and usually aren't immediately interpretable or understandable by non-technical team members.

Interpretation



- Here, we use the models and insights we generated during the exploration and modeling phases to try and answer the business question driving the entire project.
- You look back at your specific objective for your analysis.

Interpretation



- First, you need to understand the results of your model and analysis and all the insights it can provide.
- Actual predictions the model makes, e.g. forecasting the results of sales from a campaign or an insight that shows that email coupons increase sales of your company

Interpretation



- Second, you need to be able to explain your findings to a non-technical audience in a clear concise way.
 - Simply understanding the implications of your model isn't enough.
 - You need to be able to make others understand it and trust your results.

• Analytics projects are about generating actionable insights or that can

Recap



Interpreting the results of the
analysis



Thank you

